

**IN THE CLAIMS:**

Please add new claims 107-111, as indicated. A complete set of the claims is included below, reflecting added subject matter (*underlining*) and deleted subject matter (*strikethrough*), as well as the current status of each claim.

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1-50. (Canceled)

51. (Previously Amended) A method of using a traffic control system via a computer terminal for communication involving a buyer terminal and at least one vendor site for consummating sales transactions, the method including the steps of:

establishing electronic communication from a buyer terminal to receive a buyer request via the traffic control system indicating a transaction including a good or service and a specified maximum purchase price provided during an initial phase of the communication for a particular good or service that the buyer is willing to pay;

establishing electronic communication with at least one vendor site to transmit the buyer request whereby an interested vendor receiving the buyer request may respond, as to consummate a transaction;

making a record regarding the transaction for billing purposes and utilizing data that identifies the buyer wherein the data includes a check digit; and

qualifying the buyer for consummating the transaction at least in part based on the check digit that includes a sum check of at least a portion of the digits.

52. (Previously Presented) A method according to claim 51 including a further step of registering said vendor sites with respect to various classifications.

53. (Previously Presented) A method according to claim 52 wherein said various classifications comprise merchandise classifications.

54. (Previously Presented) A method according to claim 53 wherein said various classifications comprise service classifications.

55. (Previously Presented) A method according to claim 54 wherein said various classifications comprise merchandise and service classifications.

56. (Previously Presented) A method according to claim 51 wherein the buyer's request is registered and includes the buyer's electronic mail (e-mail) address.

57. (Previously Presented) A method according to claim 51 wherein the buyer's request is registered and includes the buyer's name.

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58. (Previously Presented) A method according to claim 51 wherein the buyer's request is registered and includes an entry for a general category of a good or service of interest to the buyer.

59. (Previously Presented) A method according to claim 51 wherein the buyer's request is registered and includes an entry for a specific good or service of interest to the buyer.

60. (Previously Presented) A method according to claim 51 wherein the buyer's request is registered and includes an entry for quantity.

61. (Previously Presented) A method according to claim 51 wherein the buyer's request is registered and includes an entry relating to geography.

62. (Previously Presented) A method according to claim 51 wherein the buyer's request is registered and includes an entry for delivery location.

63. (Previously Presented) A method according to claim 51 wherein the buyer's request is registered and includes an entry for delivery date.

64. (Previously Presented) A method according to claim 51 wherein the buyer's request is registered and includes an entry for the buyer's telephone number.

65. (Previously Presented) A method according to claim 51 wherein a response to a buyer request is via electronic mail (e-mail).

66. (Previously Presented) A method according to claim 51 further including a step of informing a buyer that the request has been received.

7 1 67. (Previously Presented) A method according to claim 66 wherein the step of informing the buyer includes indicating the number of vendors to whom the request has been transmitted.

68. (Previously Presented) A method according to claim 51 further including a step of providing video data including high resolution or dynamic video to the buyer relating to the good or service.

69. (Previously Presented) A method according to claim 51 wherein at least one buyer can access the system via an on-line computer service.

70. (Previously Presented) A method according to claim 51 further including a step of providing an indication that a transaction has been consummated.

71. (Previously Presented) A method according to claim 51 wherein the buyer enters qualification data to access the system.

72. (Previously Presented) A method according to claim 71 wherein the qualification data is the buyer's PIN number.

73. (Previously Presented) A method according to claim 51 wherein the vendor terminal site includes a processing capability.

74. (Previously Presented) A method according to claim 51 wherein the vendor terminal site includes various data storage facilities.

75. (Previously Presented) A method according to claim 74 wherein the various data storage facilities include permanent memory storage.

76. (Previously Presented) A method according to claim 75 wherein the various data storage facilities include a video storage.

77. (Previously Presented) A method according to claim 51 further comprising the step of:  
providing the buyer with an identification number to identify the transaction.

78. (Previously Presented) A method according to claim 77 wherein the buyer is provided with the identification number before the transaction.

79. (Previously Presented) A method according to claim 77 wherein the buyer is provided with the identification number after the transaction.

80. (Previously Presented) A method of using a traffic control system via a computer terminal for communication involving a buyer terminal and a plurality of different vendor sites for consummating sales transactions, the method including the steps of:

establishing electronic communication from a buyer terminal to receive a buyer request via the traffic control system indicating a transaction including a good or service and a specified maximum purchase price **provided during an initial phase of the communication** for a particular good or service that the buyer is willing to pay;

establishing electronic communication with at least one vendor terminal site from the plurality of different vendor sites to transmit the buyer request whereby an interested vendor site receiving the buyer request responds, as to consummate a transaction and whereby the interested vendor site communicates stored video data to the buyer terminal including dynamic or high resolution video and text data, where the buyer utilizes a mouse to manipulate the stored video at the buyer terminals; and making a record regarding the transaction for billing purposes.

81. (Previously Presented) A method according to claim 80 including a further step of registering said vendor sites with respect to various classifications.

82. (Previously Presented) A method according to claim 81 wherein said various classifications comprise merchandise classifications.

83. (Previously Presented) A method according to claim 82 wherein said various classifications comprise merchandise classifications.

84. (Previously Presented) A method according to claim 83 wherein said various classifications comprise merchandise classifications.

85. (Previously Presented) A method according to claim 80 wherein buyers request is registered and includes the buyer's electronic mail (e-mail) address.

86. (Previously Presented) A method according to claim 80 wherein buyers request is registered and includes the buyer's name.

87. (Previously Presented) A method according to claim 80 wherein the buyer's request is registered and includes an entry for a general category of a good or service of interest to the buyer.

88. (Previously Presented) A method according to claim 80 wherein the buyer's request is registered and includes an entry for a specific good or service of interest to the buyer.

89. (Previously Presented) A method according to claim 80 wherein buyer's request is registered and includes an entry for quantity.

90. (Previously Presented) A method according to claim 80 wherein the buyer's request is registered and includes an entry relating to geography.

91. (Previously Presented) A method according to claim 80 wherein the buyer's request is registered and includes an entry for delivery location.

Fi 92. (Previously Presented) A method according to claim 80 wherein the buyer's request is registered and includes an entry for delivery date.

93. (Previously Presented) A method according to claim 80 wherein the buyer's request is registered and includes an entry for the buyer's telephone number.

94. (Previously Presented) A method according to claim 80 wherein a response to a buyer request is via electronic mail (e-mail).

95. (Previously Presented) A method according to claim 94 wherein the response includes an identification number to identify the transaction.

96. (Previously Presented) A method according to claim 80 further including a step of informing a buyer that the request has been received.

97. (Previously Presented) A method according to claim 96 wherein the step of informing the buyer includes indicating the number of vendors to whom the request has been transmitted.

98. (Previously Presented) A method according to claim 80 wherein the stored video data is provided with text data to the buyer relating to the good or service.

99. (Previously Presented) A method according to claim 80 wherein at least one buyer can access the system via an on-line computer service.

100. (Previously Presented) A method according to claim 80 further including a step of providing an indication that a transaction has been consummated.

101. (Previously Presented) A method according to claim 80 wherein the buyer enters qualification data to access the system.

102. (Previously Presented) A method according to claim 101 wherein the qualification data is the buyer's PIN number.

103. (Previously Presented) A method according to claim 101 wherein the vendor site includes a processing capability.

104. (Previously Presented) A method according to claim 101 wherein the vendor site includes various data storage facilities.

105. (Previously Presented) A method according to claim 104 wherein the various data storage facilities include permanent memory storage.

106. (Previously Presented) A method according to claim 104 wherein the various data storage facilities include a video storage.

107. (New) A method for enabling communications including video communications under control of a traffic control system via a public communication system between at least one user at a user terminal and at least one responding vendor site, comprising the steps of:

establishing an interface to enable the communication between at least one user at the user terminal and the responding vendor site by receiving inquiry data from the user when the user initiates a communication including identification data relating to the user and an area of interest;

receiving and storing data relating to various areas of interest at a memory storage associated with a responding vendor site under control of the traffic control system; and

selectively selecting the responding vendor site from a plural of vendor sites under control of the traffic control system based on the area of interest expressed by the user, and selectively locating video and text data relating to the area of interest and providing selected video and text data to the user at the user terminal.

108. (New) One or more central control units for selectively directing communications via a public communication system from buyers to one or more vendor sites, comprising the steps of:

at least one buyer communicating with the central control unit via an on-line computer service, the buyer utilizing a personal computer with a video capability, the buyer as part of the step of communication indicating an area of interest;

selectively determining under control of the central unit, a select vendor or vendors to which a communication from the buyer should be routed based on the area of interest;

routing the communication to a select vendor or vendors under control of the central unit; and

providing the buyer with text and video data relating to the area of interest from the vendor or vendor sites.



109. (New) A traffic control system for enabling communications including video communications via a public communication system between at least one user at a user terminal and at least one responding site, comprising:

an interface for enabling a communication between at least one user at the user terminal and a select responding site by receiving inquiry data from the user when the user initiates the communication, the inquiry data relating to the user's area of interest, the interface also receiving identification data provided from the user terminal;

memory storage associated with the at least one select responding vendor site to receive and store data relating to various areas of interest; and

a processor coupled to the interface, wherein the processor utilizes the area of interest indicated by the user to selectively select the responding site from a plurality of sites, and wherein the processor obtains select video and text data relating to the area of interest from the responding vendor site and provides the select video and text data to the user at the user terminal.

110. (New) A system comprising one or more central control units for selectively directing communications via a public communication system from buyers to one or more vendor sites, comprising:

interface structure to facilitate communication between at least one buyer and the central control unit via an on-line computer service, the buyer utilizing a personal computer with a video capability, the buyer indicating an area of interest via the personal computer;

processing capability for selectively determining under control of the central unit, a select vendor or vendors to which a communication from the buyer should be routed based on the area of interests; and

routing the communication to a select vendor or vendors under control of the central unit; and

a memory associated with the vendor or vendor sites wherein text and video data relating to the area of interest and other data is stored; and

whereby the processor provides the buyer with text and video data relating to the area of interest from the vendor or vendor sites.

111. (New) A system for facilitating commercial transactions between a plurality of buyers and a plurality of vendors of items, through a telephonic communication system capable of providing communication between a vendor and buyer sites associated with buyers and including an input means and a display, the system comprising:

means for causing a vendor to be identified for selection by a buyer at a buyer site;

means for effecting presentation of merchandise items on a display for the buyer's observation;

an item database associated with a vendor for storing information on identified merchandise items;

means for receiving information from the item database, including data to indicate a cost associated with a presented item;

a buyer information database for storing information relating to a buyer; and

a control means for:

responding to buyer inquiries, communicated through the input means, regarding a presented merchandise item by accessing the item database to retrieve information relating to said merchandise item and to present said information to the buyer by means of the display

receiving the buyer's selection of a presented merchandise item through the input means,

communicating the cost of a presented merchandise item to the buyer, receiving buyer communications, through the input means, indicating a desire to consummate a transaction; and

storing data representative of a consummated transaction including costs.